

**Appln No. 09/695,900**

**Amdt date September 22, 2005**

**Reply to Office action of June 22, 2005**

**REMARKS/ARGUMENTS**

Claims 10-15 and 17-31 will be pending in this application upon entry of the above amendments. Claims 10-12, 14-15, 17-20, and 22 have been amended. Claims 23-31 have been added. Claims 1-9 and 16 have been canceled. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. In view of the above amendments and remarks that follow, reconsideration, reexamination, and an early indication of allowance of the now pending claims 10-15 and 17-31 are respectfully requested.

Claims 11, 14, 15, and 18 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particular point out and distinctly claim the subject matter which applicant regards as the invention. The amendments to claims 11, 14, 15, and 18 now overcome the rejection. Withdrawal of the rejection under 35 U.S.C. 112, second paragraph is respectfully requested.

Claims 10 and 14-22 are rejected under 35 U.S.C. 102(e) as being anticipated by Zigmond et al. (U.S. Publication No. 2005/0097622). Applicant respectfully traverses this rejection.

Claim 10, as amended, now recites "determining whether the object in the video frame is viewable during a particular shot; displaying an interactive content icon responsive to the determination that the object is viewable during the particular shot, the icon for indicating that the object has hyperlinked information associated therewith; and visually highlighting the object during the particular shot." Zigmond fails to teach or suggest these limitations. Although Zigmond discloses that a

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viewer of a television program may be alerted to the availability of content related to the programming, the condition for providing such an alert is that data encoded in the video signal be a valid logical address link. (See, p. 5, section 0060). Zigmond teaches that "[a] valid logical address link is one that is encoded in a predetermined syntax . . . and whose logical address and attribute/value pairs are not corrupted." (Id.) Zigmond fails to teach or suggest providing any type of alert "responsive to the determination that the object is viewable during the particular shot." Furthermore, Zigmond makes no mention of "visually highlighting the object during the particular shot." Accordingly, claim 10 is now in condition for allowance.

Claims 14-22 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain. Specifically with respect to claim 22, this claim now recites that the "alphanumeric character displays a time period remaining until an interaction opportunity will occur." (Emphasis added). None of the alerts disclosed in Zigmond is an "alphanumeric character" that "displays a time period," and much less, "displays a time period remaining until an interaction opportunity will occur."

Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond in view of Dunn et al. (U.S. Patent No. 5,648,824). Claims 11-13 are in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain. Specifically with respect to claim 12, claim 12 recites that "said interactive

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content icon is displayed with a visual effect that automatically changes with time, simulating the action of depressing one or more buttons of said remote control, wherein each change of the visual effect is accompanied with an automatic change of an object in the video frame that is visually highlighted." This limitation is not taught nor disclosed in Dunn.

Claims 23-31 are new in this application. New claim 26 is an independent system claim that includes limitations that are similar to the limitations of claim 10 which make claim 10 allowable. Accordingly, claim 26 is in condition for allowance.

New claims 23-25 and 27-31 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain. Specifically, claims 24 and 28 recite that "a plurality of objects viewable during the particular shot are each automatically highlighted in sequence," which is not taught nor suggested by any of the cited references.

Claims 25 and 29 recite that "the object is associated with a visibility indicia indicative of whether the object is viewable during the particular shot," which is not taught nor suggested by any of the cited reference.

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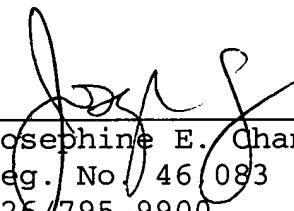
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In view of the above amendments and remarks, Applicant respectfully requests an early indication of allowance of the now pending claims 10-15 and 17-31.

Respectfully submitted,

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